



Social enterprise: Exploring an integrative definition

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Abstract



References



Citations



Supplementary Data



Suggestions

Introduction

The world is witnessing the rise of social enterprises today. These organisations are formed by social entrepreneurs who are equipped with the resourcefulness of a traditional entrepreneur and have a social mission. They are focused on generating social value, thereby creating an impact on society. There is no universally accepted definition for a social enterprise, largely due to the contextual factors associated with it. The literature is also weighted to Western discourse and not much is available beyond the Western world. Today, social enterprises are emerging worldwide, and India is no exception. However, there is no formal, legally sanctioned organisational type which has an impact on how social enterprises are identified in India. By understanding what social enterprise looks like in India, we are able to add to the academic conversation on what a social enterprise is, by building our definitional understanding about it.

Objective

The changing world ecosystem is characterised by the coexistence of economic growth and changing technology along with income inequality and disparity in inclusion and equity. Emerging markets like India are characterised by these conditions. This also creates unmet opportunities for businesses which can focus on localised solutions, serve local communities, and do good for society as a whole. A social enterprise has strategic advantages over traditional organisations and has, therefore, a broader role to play in supporting inclusive growth in such markets. However, lack of basic understanding, recognition and subsequent policies supporting these organisations can, in turn, inhibit their progress. To that end, this paper attempts to create an integrative definition of a social enterprise, keeping India as a context, to advocate its recognition and also to promote knowledge building in the domain.

Methods

The identified research theme is at a nascent stage and hence has been based on the usage of a multi-method qualitative methodology which involves two qualitative 1 data collection procedures and modified content analysis.

Results

An integrative definition of a 'social enterprise' has been proposed on the basis of the emergent insights.

Keywords: EMERGING MARKETS; ENTREPRENEURSHIP; SOCIAL ENTERPRISE; SOCIAL ENTREPRENEURSHIP; SOCIAL INNOVATION; VALUE CREATION

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